Proposed Synopsis for the Ph. D. Degree in Commerce

"A Comparative Study Of Customers Convenience And Satisfaction On E- Banking Services In Private And Public Sector Banks With Special Reference To Thane District"

स्वामी रामानंद तीर्थ मराठवाडा विद्यापीठ, नांदेड.

Swami RamanandTeerthMarathwada University, Nanded.

Synopsis
For the Degree of
Doctor of Philosophy in Commerce faculty of Commerce & Management

By
Mr. Rajkumar Balan Pillai

Under the Guidance of

Dr. SikandarRamraoDhembre

Associate Professor,
Dept. of Commerce,
BahirjiSmarakMahavidyalay,
Basmatnagar, Hingoli.

Research Center

People's College, Nanded.

April, 2022

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1.0 Introduction:-

Ever since the Nationalization of Banks in India, Banking sector has been growing rapidly and serving to the various needs and requirements of the society.RBI is the apex financial body which regulates the monetary system of our country which was nationalized in 1949. In recent years the banking sector has made a tremendous changes especially with the help of information technology. With the advent of globalization taking over the entire globe no country can remain isolate. All the country whether it is developed, developing or less developed country have to strive hard for their economic growth and development. For a country like India, which is one of the most promising and emerging markets, isolation from the world economy is nearly an impossible state. Financial section in general along with banking industry in particular is considered as the largest spender and also the beneficiary from the E-Banking sector. The technological advancement of the Indian banking industry has been largely driven by the various committees which was set up by the RBI and the government of India in order to review the various technological implementation of the technological acceptance and changes. In the recent years the entire world economy has gone through a paradigm shift and a new phenomenon which has led to the various forms of industrial revolutions i.e. "The wonders of the internet-based economy".

Banks play an important role in the economic development of a country which involves investment in various sectors of the economy such as telecommunications, Infrastructure, Transportations & Logistics, warehousing etc. The banks collect small savings from the public in the form of various deposits and invest them in various project and as the same time they also lend money to those people who are in needs of money in the forms of loans & advances. In general banking the banks performs various agency works for their customers and helps economic development of the country. All this effective banking services to the customers are only possible due to the advancements of E-Banking and the various services they provide .

1.1 E-Banking:-

E-Banking is the term that signifies and encompasses the entire sphere of tecnilogy initiatives that have been taken place in the banking industry. E-Banking is a generic term making use of electronic channels through telephone, mobile phones, internet etc.for delivery of banking services and products.The concept and scope of E-Banking is still in the transitional stage. It increases the efficiency in the sphere of effective payment and accounting system thereby enhancing the pace of delivery of banking services considerably. It allows customers to access banking services electronically such as to pay bills, transfer funds, view accounts, or to obtain any banking information and advice.

Electronic banking is an umbrella term for the process by which a customer may perform banking transactions electronically without visiting a brick-and mortar institution. The following terms all refer to one form or another of electronic banking: personal computer (PC) banking, Internet banking, virtual banking, online banking, home banking, remote electronic banking, and phone banking. E-banking is the term that signifies and encompasses the entire sphere of technology initiatives that have been taken place in the banking industry. E-banking is a generic term making use of electronic channels through telephones, mobile phones, internet etc. for the delivery of banking services and products. The concept and scope of E-banking is still in the transitional stage. E-banking has broken the barriers of branch banking. E-banking is defined as the automated delivery of new and traditional banking products and services directly to customers through electronic, interactive communication channels. Ebanking includes the systems that enable financial institution customers. Individuals or businesses, to access accounts, transact business, or obtain information on financial products and services through a public or private network including the Internet, Customers access ebanking services using an intelligent electronic device.

1.2 Evolution of E-Banking:-E-banking came into being in UK and USA in 1920s. It became prominently popular during 1960s through electronic funds transfers and credit cards. The concept of web-based banking came into existence in Europe and USA in the beginning of 1980s.

1.3 E-Banking in India:-

The E-banking was firstly introduced in India by the ICICI around 1996. There after many other banks like HDFC, IndusInd bank, IDBI, Citibank Trust Banks, UTI, etc. followed the service. As today private and foreign bank had started capturing the market through ebanking hence "the competition is heating up and the lack of technology can make a bank loose a customer" so now the public banks are breaking the shackles of traditional set-up and gearing up to face the competition posed by the private sector counterparts.

1.4 Technology in Indian Banking:-

The technology development in banking can be outlined as follows:-

1960 - Introduction of Mechanized banking

1970 – Computerization of banking industry.

1980 - Introducing banking based on computer linked communication

The use of computer technology impacted the working pattern of bank in a larger way. Since 1966, the development process of computerization in banking industry can be clearly experienced and it started with the signing of first wage settlement with bank union regarding use of ICT or IBM accounting machines for inter-branch reconciliation etc. In 1970, SBI has initiated the process of installing a ledger- posting machine with mainframe computer at its selected branches. In 1983, Reserve bank of India formed a committee on computerization & mechanization and Dr. C. Rangrajan was appointed its chairman. Committee's purpose was to formulate a plan for mechanising the Indian banking industry. The main recommendation of this committee was bank branches, regional & head offices should adapt computerization and installation of Advanced Ledger Posting Machines. Afterwards, in 1991, Narisimhan Committee paved the way for banking sector reforms. In 1994, RBI appointed Saraf Committee that recommended the use of EFT, electronic clearing services and extension of MICR even in small towns.

Past few years experienced drastic changes that made convenience of banking clients the most important aspect of banking business. In India big cities are way ahead in using e-banking. The latest banking delivery channels include private networks, direct dial-up connections, public network etc. The banking devices are ATMs, telephones and personal computers etc. Therefore, technological advancements transformed the branch banking to e-banking that is known as 'Anywhere Anytime Banking'. Banks achieved greater efficiency in operation through the use of technology.

1.5 Private Sector Banks :-

Private Sector Banks are those banks in which the majority of the stake is held by shareholders of the bank and not by the government. RBL bank, HDFC Bank, ICICI Bank, Yes Bank, etc. are the private sector banks in India. They provide all the banking products and services to the customers. These products include Fixed Deposit, Savings Deposit, RD, Home Loan, Personal Loan, Car Loan, Locker, Demat Facilities, Debit/ Credit Card, ATM, Foreign Exchange Transactions, Insurance, Wealth Management, Net Banking, etc. Private banks are known for introducing information technology in the banking system.

1.6 Public Sector Banks :-

Public Sector Banks (PSBs) are those banks in which the government of India holds a majority stake (i.e. more than 50%). It can also be said that public sector bank is a government running bank. The main idea behind PSB is social welfare. Customer base of is Public Sector Banks is relatively very large as compared to the private sector banks as they are existing since long. Public Sector Banks offer almost all kinds of products such as Fixed Deposit, Savings Deposit, RD, Home Loan, Personal Loan, Car Loan, Locker, Demat Facilities, Debit/ Credit Card, ATM, Foreign Exchange Transactions, Net Banking, etc.

1.7 E-Banking services offered by banks (Private /Public sector) :-

1) ATMs (Automated teller machine)
2) telephone banking
3) electronic clearing cards
4) smart cards
5) EFT (Electronic fund transfer)
6) ECS (electric clearing services
7) Bobile banking
8) Internet banking
9) Telebanking
10) Door step banking
11) Investing
12) Shopping

2.0 Literature Review :-

1. **Kanika (2019):- "A Study of E-Banking in Public and Private Sector Banks with Special Reference to Commercial Banks"**This articles talks about present investigation client's and bank representative's point of view has been taken of both open and private part banks, to comprehend the market circumstance of e-banking. Both essential and optional information has been utilized in this exploration, essential information was gathered, coded, arranged, investigated and deciphered. Quantitative instruments like standard deviation and estimation of focal inclination have been applied to make the market picture of e-banking all the more clear of the chose open and private segment banks

2. **Mr. Rahulkumar M. Dhruv and Dr. Rajesh M. Patel (2020**):- **"A Relative Study On E-Banking Services Provided By Selected Public And Private Sector Banks In Gujarat"**Their research corroborates that Banking sector is one of the core sectorsof Indian Economy to cope up with the international market. The researcher has chosen this particular sector asit was observed that after demonetization E-banking services have become essential. In this paper researcher has explored various E-banking services and tried to cover overall aspect of E-banking services with ANOVA and Wilcoxon Test on the basis of Primary data collected with the help of a structured questionnaire.

3. **Kathi&Leela (2013):-"A Study of Awareness of E-Banking Services in India"**
This articles talks aboutE-banking has become a necessary survival weapon and is fundamentally changing the banking industry worldwide.The rise of E-banking is redefining business relationships and the most successful banks will be those that can truly strengthen their relationship with their customers.The major driving force behind the rapid spread of e-banking is its acceptance as an extremely cost effective delivery channel. But on the flip side, it is associated with risks such as reputation risk, security risk, cross-border risk and strategic risk, which are unique to e-banking.

3.0 Research Objectives:-

1. To study the attribute, outline, reforms and magnification of E-Banking services offered by the private and public sector banks in Thane district.
2. To examine the customers convenience and satisfaction level towards various E-Banking services provided by some private and public sector banks in Thane district
3. To study the comparison between the E-Banking services provided by private and public sector banks.
4. To study the factors influencing the customers towards E-Banking services.
5. To analyze traditional and modern E-Banking services offered by the private and public sector banks in Thane District.

6. To analyze various challenges related to E-Banking services in private and public sector banks.
7. To furnish suitable suggestions based on the findings of the study for the improvement of E-Banking services.

4.0 Research Hypotheses:-

The present study aims at testing the following hypotheses.

1) **Null Hypothesis (H0)** There is no significancant relationship between factors (demographic variables) and the E-Banking services of private and public sector banks in Thane District.

   Alternative Hypothesis (H1) There is a positive relationship between factors (demographic variables) and the E-Banking services of private and public sector banks in Thane District.

2) **Null Hypothesis (H0)** There is no significant difference between E-Banking services of private and public sector banks

   Alternative Hypothesis (H1) There is a significant relationship between E-Banking services of private and public sector banks.

3) **Null Hypothesis (H0)** There is no significant relationship between traditional and modern E-Banking services offered by the private and public sector banks.

   Alternative Hypothesis (H1) There is a significant relationship between traditional and modern E-Banking services offered by the private and public sector banks.

5.0 Research Methodology:-

The present study evaluates the conveniene and satisfaction of customers concerning modern E-Banking services provided by Public and Private sectors banks in the Thane District. The study is based on both primary and secondary data. The primary data will be collected through the Interview schedule and also by personal observations and interviews taken from the respondents. The secondary data will becollected from the records of the banks, published and unpublished books, journals, reports and circulars issued by the Reserve Bank of India, encyclopedia and through websites.

6.0 Sample Design:-

It is difficult to study all components of a group, so sample selection is require for the study. The scientific method has been used to ensure that all the elements are repeated while selecting the sample. The research will beconducted mainly on topic of "A Comparative Study Of Customers Convenience And Satisfaction On E-Banking Services In Private And Public Sector Banks With Special Reference To Thane District" the selection of customers from both public sector bank as well as private sector banks in Thane district will be done by Simple Random Sampling of probability sampling technique.

According to the simple random sampling selection, 8070032 is a total population are found in Thane district (by censes 2011) of consumer segment and 2106 is a total population of channel partners (dealers & distributors) are found in Thane district.

Simple Random Sampling Formula:

$$n = \frac{N}{1 + N\,.\,(e^2)}$$

Where,

n = Sample Size

N = Total Population

e = Marginal Error (5%)

At Confidence level 95%

Consumer

N = Total Thane District Population – 8070032

e = Marginal Error – 5%

Confidence Level = 95%

$$n = \frac{N}{1 + N\,.\,(e^2)}$$

$$n = \frac{8070032}{1 + 8070032\,.\,(0.05^2)}$$

$$n = \frac{8070032}{20176.08}$$

n = 399 **(**Approx. **400)**

According to the above sample selection formula, the number of consumer in thane district has been selected as 400. Here the research will be done in a scientific way by selecting a representative sample of all the components.

7.0 Scope of the Study:-

The study mainly aims to analyze the convenience and satisfaction of customers towards E-Banking services in private and public sector banks in Thane District.The study also focuses on various challenges faced by the customers while using E-Banking services.This study also analyses the comparison between E-Banking service provided by private and public sector banks in Thane District.The purpose of the study is to go in the depth of convenience and satisfaction of customers towards E-Banking services in private and public sector banks in Thane District.

8.0 Limitation Of Study:-

The limitation of the study will be as follows-

1. This study is limited to convenience and satisfaction of customers towards E-Banking services in private and public sector banks in Thane District
2. The reliability of the study depends on the authenticity of the information supplied by the respondents.
3. As the study requires huge data from selected area, cost and time constraints may have affected the effectiveness of the study through every attempt made to keep the spirit of the objective and research methodology.

9.0 Period Of The Study:-

The study covers a period of 10 years from 2011 to 2020. If necessary past references will be used.

10.0 Chapter Scheme:-

The entire study is summarized in following six chapters.

1. Introduction
2. Research Methodology & Review Of Literature

3.Overview of E-Banking Services and profiles of private and public sector banks.

4. Analysis of customers regarding E-Banking Services private and public sector banks in Thane District.

5. Data Collection and performance analysis.

6. Summary, Findings and Suggestions.

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RESEARCH STUDENT **RESEARCH GUIDE**

Rajkumar Balan Pillai **Dr. Sikandar Ramrao Dhembre**